



Tourism & Events Department
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To: David Scholefield, Chairperson
 Tourism Development Commission

From: Steve Geiogamah, Tourism Development Manager

Date: December 20, 2016

Subject: Event Funding Recommendations

The following events have been recommended for funding by the TDC event working group.

Event	Event Dates	Event Description	Location	Attendance FY 15/16	Funding FY 15/16	Recommended FY 16/17
Hashknife Pony Express	February 10, 2017	Hashknife Pony Express Riding horseback from Holbrook to Scottsdale delivering the Mail VIA Pony Express to the USPS at the Museum of the West This will mark the 59th year of the event which will be kicking off the Parada Del Sol events.	Marshall Way & SMOw	900	\$7000	\$8000
Greater Phoenix Jewish Film Festival	February 12-26, 2017	The Greater Phoenix Jewish Film Festival's panel of volunteers will screen over 40 International films to arrive at 16 of the best films to be shown in Scottsdale. There are a wide variety of dramas, documentaries, comedies and musicals that have universal themes and encompass all areas of Jewish culture and lifestyle. In Scottsdale for 20 years.	Harkins - Shea 14	8,050	\$4000	\$5,000
Italian Festival	March 25-26, 2017	4 th annual event promoting Italian food, culture, business and entertainment. The event will showcase Italian handcrafted items & products, wine, dancing, food & Italian entertainment.	Marshall Way Bridge/Soleri Plaza	11,328	\$10000	\$15000
Parada del Sol Parade & Trails End	February 11, 2017	The Scottsdale Parada del Sol Parade & Trails End Festival has been a part of Scottsdale's history for 64 years. The Festival consists of western, Native American and Hispanic displays and entertainment.	Downtown Scottsdale	20,000	\$30000	\$30000
Arabian Horse Show	February 16-26, 2017	Scottsdale Arabian Horse Show & Shopping Expo will celebrate its 62 ^d Anniversary. The largest event of its kind in the world, the Scottsdale Arabian Horse Show will be held at WestWorld. The event features more than 300 vendors offering everything from lavish jewelry, clothing and works of art.	WestWorld	350,000	\$30000	\$30000
Sun Circuit Quarter Horse Show	March 4-12, 2017	Sun Circuit the largest quarter horse show is an American Quarter Horse Association event with an array of western vendors. In addition, free clinics are offered as well as lectures on various subjects. National Snaffle Bit Association, National Reining Horse Association classes are also held at the show as well as several other specialty classes. 2017 will be Sun Circuit 44th annual show.	WestWorld	62,000	\$15000	\$15000
Legacy Ostrich Festival Soccer Tournament	March 10-12, 2017	Legacy has been hosting the Ostrich Festival soccer tournament for over 30 years and has seen incredible growth. Last year was the largest youth soccer tournament in the metropolitan area. This year's tournament is expecting 450 teams with over 200	Scottsdale Sports Complex	n/a	n/a	\$4966- Reimbursement Fees

		from out the local area and at least 50 from out of state.				
College Bound Series Lacrosse Tournament	January 7-8, 2017	High school lacrosse tournament utilizing a championship format. This is the first year in Scottsdale and there be five games played in total. Expecting 24 teams with 600 people.	Scottsdale Sports Complex	n/a	n/a	\$4130-Reimbursement Fees

*Recommended totals include the 10% additional funding for seasonality

Funding Availability & Potential Options

There are currently tourism development event support funds available in the FY 2016/17 bed tax budget for event development. Pending TDC discussion, the following are options for consideration:

- 1) Approve event funding recommendations or another amount.
- 2) Direct staff to further evaluate the events and ask for further detail
- 3) Take no action or additional event evaluation

Alternatively, if there are additional questions or information needed for further consideration, staff will proceed accordingly.